



Touchstone Energy[®] Cooperatives

2020 National Survey on the Cooperative Difference

TSE Services, in partnership with Touchstone Energy Cooperatives, helps you keep your finger on the pulse of your membership.

Join our 2020 effort to gain member feedback and discover your cooperative's strengths and improvement opportunities.

See where you stand on key metrics:

- **American Customer Satisfaction Index**
- **Member Engagement Index**
- Reliability and outage response
- Crisis preparedness and response
- Attracting businesses and jobs
- Advocating for affordable energy
- Doing more to control rising costs
- Having a goal of low cost
- Member identity
- Providing good value
- Awareness of capital credits
- Looking out for your best interests
- Commitment to renewable energy
- Helping members manage energy costs

Benchmarks are generated from the national data set, allowing your cooperative to compare its performance to cooperatives nationwide on key performance metrics.

Gain insight on the key drivers of member satisfaction and engagement and explore 'hot button' issues to guide your communication and marketing strategy

Read direct quotes from your members regarding their views on key issues.

More than 500 cooperatives have been involved in this effort since 2004.

TSE Services mines data from the survey to identify top performing cooperatives to feature in the *Best Practices Knowledgebase*.

Join us so others can learn from you!

TSE Services, Touchstone Energy Cooperatives' market research partner, is a division of the North Carolina Association of Electric Cooperatives and has been providing research services exclusively to electric cooperatives from coast to coast for nearly two decades.

Visit www.tseservices.com to enroll in this year's study. For questions, contact:

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- | | |
|--------------------------|--|
| <input type="checkbox"/> | I'd like to sign up our co-op to participate in this year's survey |
| <input type="checkbox"/> | I'd like more information before signing up for this year's survey |

Please provide us with the following information:

Name	
Title	
Cooperative Name	
Address	
City, State, Zip	
Phone	
Email Address	

Research Program Options		
Indicate Selected Options By Placing "X" in Box Provided		
<input type="checkbox"/>	<u>BASE OPTION</u> RESIDENTIAL MEMBER SURVEY	250 RESIDENTIAL member interviews, ACSI Metrics and a cooperative specific report for \$11,000.
<input type="checkbox"/>	<u>OVERSAMPLE OPTION</u> RESIDENTIAL MEMBER SURVEY	400 RESIDENTIAL member interviews, ACSI Metrics and a cooperative specific report for \$13,500.

Project Authorization		
Authorized Signature		
Title		
Date		
Please return to:	Scott Saff TSE Services 3400 Sumner Blvd Raleigh, NC 27616	Phone: 919-875-3037 Fax: 919-645-3439 Scott.Saff@ncemcs.com